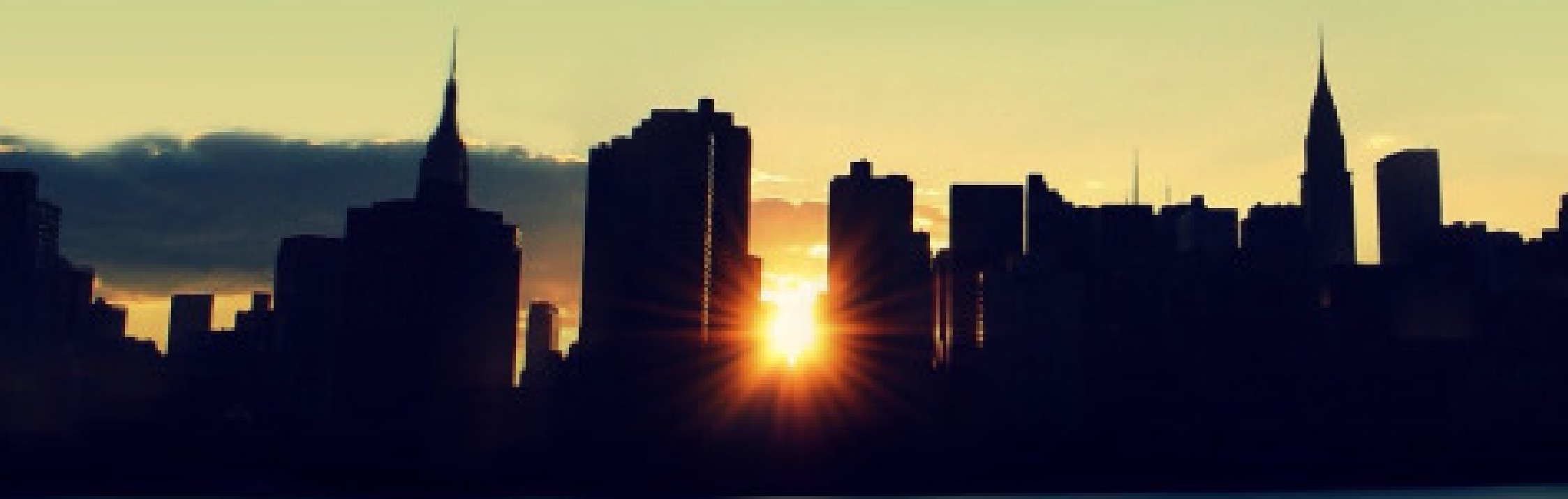


AWAKEN YOUR PASSION



**TANGERINEFILMS**  
FILM DIGITAL AND MUSIC PRODUCTION



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# DIRECTOR'S INTRODUCTION

There's no doubt it's a noisy and competitive automotive playing field. More and more manufacturers are aiming upwards, creating exclusive variations of their line-up that add luxury, bling and prestige to their brand. As these manufacturers consider these to be halo products, they are prepared to put serious money behind their promotion, raising the bar of luxury automotive communications to ensure that they have cut-through in today's changing media landscape.

But for me, there is only one authentic player in this über-luxury automotive world. No other brand commands the attention in the way that Rolls-Royce does... no other brand can ever hope to 'own' this high-end luxury market in the way that Rolls-Royce does... this is one of the most authentic true luxury brands in the world.

We don't want to look at other automotive brands for inspiration... Rolls-Royce are the pinnacle. We want other automotive brands to be influenced and wowed by our work.

So our audience resonates with big luxury brands such as Gucci, Prada and Burberry (for example)... they are our benchmarks.

I find this really inspiring, and that's why I am so keen to work with Rolls-Royce again. I want to complete our trilogy of modern stories, and make another award-winning film that pierces through the noise of the marketplace and makes people take notice of Rolls-Royce. This needs to be another film that the BFI wants in their National Archive.







## DIRECTOR'S INTRODUCTION

With this vehicle there is a unique opportunity to be confident and edgy in our execution – to dare to be different, whilst staying true to the values of this amazing brand.

The agency concept is original and engaging – but to bring it to life with Rolls-Royce quality levels, high-end talent and wardrobe, plus the complications of filming embargoed vehicles in an urban environment would require at least double the available budget. Therefore in my treatment I have kept the essence of the concept, and focused on the high art tonality whilst stripping away some of the more expensive set pieces. I feel that this makes the story stronger, putting it more front of frame.

This film will need support and significant investment from the team at Rolls-Royce... but I'm certain that we have the team to be able to pull it off.

Best wishes,  
Gary Holder





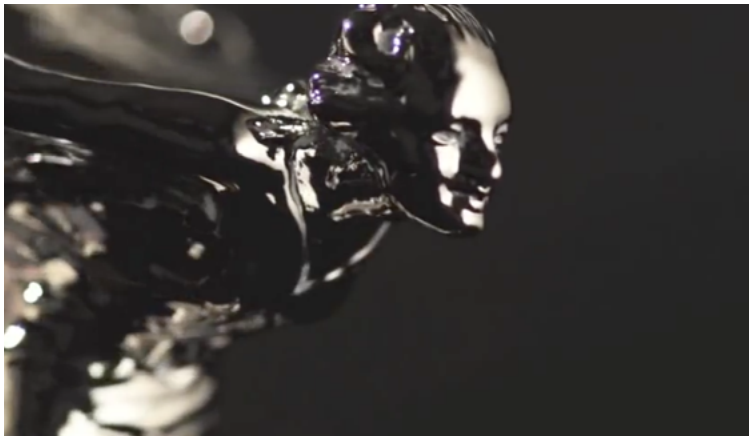
## OVERVIEW

Our film is intensely seductive... It's enchanting and beautiful in its execution... It's spiritually both edgy and cool, with an evocative undercurrent. This combined with stunning photography and an amazing product will create a film that is a worthy conclusion to our trilogy... an award-winning production that cuts above the rest... the best so far'.

This is a story of stimulation... the awakening of the senses... the igniting of the soul. Our seductive undercurrent carries the dual energies of power and ethereal beauty. These are the feelings you would experience in this amazing vehicle... the wind, the air, the power of the waves, the smell of the ocean all woven together with the overriding sensation of freedom.

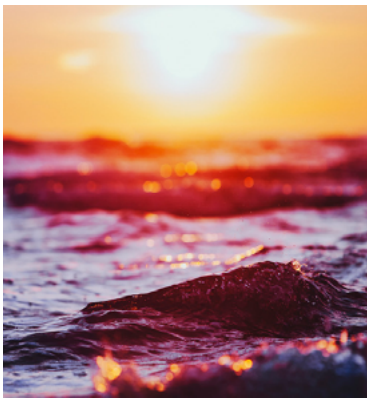
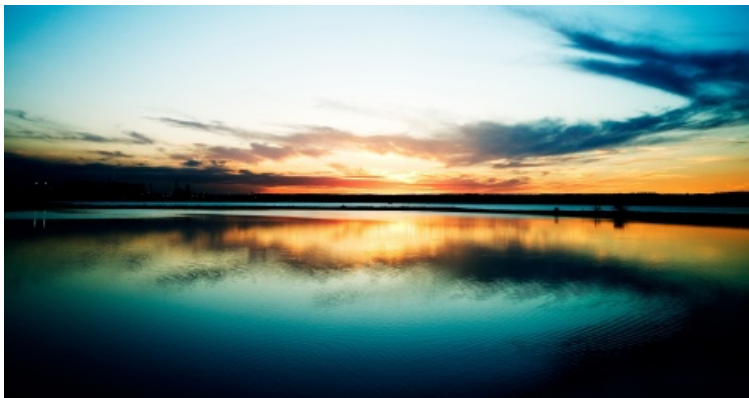
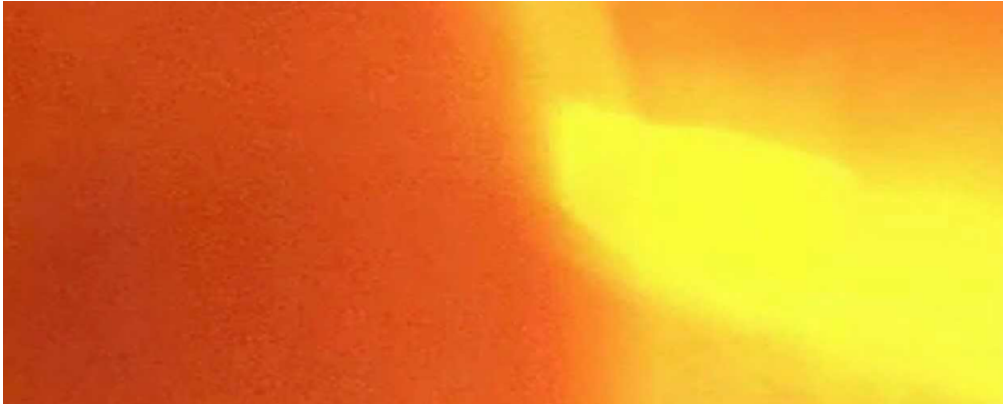
The above is entwined with the timeless mysteries of love and seduction. It has a dreamlike quality. This then becomes our playground of analogies and juxtapositions with the seductive and stunning beauty of this Rolls-Royce.

# MOODBOARD





# MOODBOARD





# TONALITY & STYLE

The colour palette of our hero vehicle is striking... guaranteed to turn heads and be noticed by a new audience. We think it's critical that we emphasise this palette in our film.

Burnt orange and indigo will be the threads that run through our film... dawn skies and our female's wardrobe will reinforce the exterior and interior colours of our hero vehicle.

# TREATMENT

Our film opens with a dramatic shot of our female... she is silhouetted against the early morning city skyline... the deep indigo blue of the sky graduates to a soft orange, mirrored upon the surface of a luxurious rooftop infinity pool.

We cut to a tracking shot. The camera gracefully travels down the shoulder line of our hero car... the same deep indigo and orange sky reflects in the body and chrome work.

This shot is intercut with a tracking shot of our female diving into the pool in ultra slow motion. She is seen slowly, gracefully rising into the air.

We cut back to our hero car... the door opens... we immediately cut back to our pool scene, shot from an underwater vantage point. We see our female suspended in slow motion, her body distorts and refracts with the surface of the pool.

We cut back to the car and we see the beautiful details of the orange leather and twin needle stitching.

We cut back to our underwater shot... we see our female's fingertips break the surface in intense slow motion...

We see our hero start the car... and in sound sync our female speed ramps into the pool, submerging into her world of escapism...

We parallel this journey with his world of escapism... like the fresh clean water igniting her senses and awakening her soul, the fresh air and exhilarating drive ignites his... stimulating the mind.

Once our female enters the pool, her world transforms into the key colours of our car... a deep indigo background and orange silk help to enhance the elegance and dynamism of our underwater world and draws a strong visual reference to the interior of the car.





We see our hero car travel along a coastal road... the ocean is rugged with a deep indigo hue... our film then intercuts with his journey and hers... the mood is deeply seductive... she seduces us with her beauty... and seduces him.

We analogise the engine power with her spinning underwater like a bullet in slow motion... the silk and hair entwining in vortices create amazing visual moments of intense beauty.

As the dance/choreography between the car and underwater world builds, so does the passion... pulling our driver closer. We cut to see him by the pool... his hand touches the surface of the water... we see her hands pass over his shoulders and over his jacket... he reaches deeper into the water... he observes her... her beauty... her elegance...

We alternate from our hero to our underwater world... she parallels with the spirit of ecstasy... she connects to the touch of the steering wheel, the turning of a dial, to a flare in his dark glasses... each sensuous touchpoint connects both worlds together.

Our film concludes with our female exiting the pool ... we see the back of her head leave the water... the camera cuts wide to reveal the city rooftop infinity pool. We cut to our hero travelling through the high-powered city landscape... he passes and subtly glances upwards... we see her look down... water droplets passing over her face... our hero continues onwards, driving into the sunrise.



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